

# SUPERMARKET BUSINESS

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IN THIS ISSUE  
INSTORE BUSINESS  
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## 1984 SUPER ACHIEVERS

Honoring people and events,  
eminently memorable  
and forgettable,  
that shaped 1984

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# SUPERMARKET BUSINESS

PART ONE  
OF THREE PARTS

VOLUME 40  
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PAGE 22

## 1984 SUPER ACHIEVERS HONORING EVENTS, EMINENTLY MEMORABLE AND FORGETTABLE THAT SHAPED 1984

From major mergers to minor squabbles, from Geraldine Ferraro at the supermarket to Reagan on the hustings, from quadruple coupons to turkey giveaways, from citrus cankers to EDB, it was a memorable 12 months for the industry. Here's a look at the people and events that made 1984 the year it was.

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## INSTORE BUSINESS\* 1985 DELI AND BAKERY MERCHANDISING PLANNER

Here's a potpourri of ideas, from cross merchandising to signing to sampling, to help you pep up your department and add promotional punch to your selling.

\*In selected editions only

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## THE COMPETITIVE IMPACT OF UNION GIVEBACKS

Labor/management relationships, like a market's competitive balance, can easily be upset by factors that were unforeseen even a few years ago. The resulting turmoil can continue for years, too. Here's a look at the situation in two volatile cities: Milwaukee and Pittsburgh.

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## AT XTRA HIALEAH, THE ACCENT IS HISPANIC

Puerto Rico's largest supermarket operator is doing a booming business in its first mainland store. It's South Florida's largest by far. Xtra is big on service, and it caters to the specific needs of the Miami area's huge Hispanic population.

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## THE BATTLE OF THE BOTTLE BILLS

A year after New York State passed its law requiring a deposit on most bottles, cans and containers, retailers are still feeling the impact. Some, especially those in New York City, are having a harder time than others. Meanwhile, in California, the constant threat of an enforced deposit law has been kept merely a threat through the continued efforts of retailers and industry members to work out voluntary redemption and anti-litter programs. Here, SUPERMARKET BUSINESS examines the situations in both states and looks at the implications for retailers elsewhere.

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## SUPERWAREHOUSE STORE UNDER THE EL—\$500,000 A WEEK AT BROOKLYN'S BIG R

This thriving superwarehouse store in one of the most depressed sections of New York's Williamsburgh, in Brooklyn, is testimony to the spirit of its owners and workers. The store is nothing to look at, but prices are low and quality is good. Despite the fact that many customers are poor, business is booming here. As a supervisor says, "Nothing is pretty, but it's cheap."

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## NONFOODS BUSINESS\* THERE'S GOLD IN THEM THAR PILLS— HOW OVER-THE-COUNTER DRUGS ARE PANNING OUT AT SUPERMARKETS

The great number of new, non-prescription drugs on the market is proving a boon to supermarket retailers. But some drug interests want to tighten up these new OTC categories, and make them harder to get right off the supermarket shelves. For now, though, the market is thriving, and retailers are having good success with these new entries.

## ALSO IN NONFOODS BUSINESS: SAMI UPDATE PAGE 88 AT MCKEEVER'S, HARDWARE GETS A HARD SELL PAGE 108

## EDWARDS GOES 'WAREHOUSE' WITH HBA PAGE 128

## NEW PRODUCTS PAGE 168

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## BANG THE DRUM LOUDLY

The 1950's saw a new breed of salesman for the new breed of supermarket: diplomat, counselor, decision-maker and good listener. This eventually evolved into a new kind of selling, trade relations. There were quite a few of these men a few years ago. Not many are left. They will be missed, because they cannot be replaced. Four of them were recently honored at a Piggly Wiggly dinner. They are four of the industry's real Super Achievers.

## OTHER FEATURES AND COLUMNS

EDITOR'S VIEW  
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# SAMI UPDATE: HBA Sales Suffer Slightly Towards Year's End

BY ALAN MILLER, JR.

Sales for the latest reporting period have not been as strong as was hoped. The loss is measured against a strong performance in 1983, but since so many categories are sharing in the overall decline, current figures are something of a disappointment.

**T**he hoped-for 1984 year-end upturn in food store HBA sales has thus far failed to materialize. During the four-week reporting period ending November 9, unit volume in combined HBA categories tracked by SAMI lagged 1.4 percent behind the corresponding year-ago period. The loss is measured against strong performance in 1983, to be sure, but the fact that so many differ-

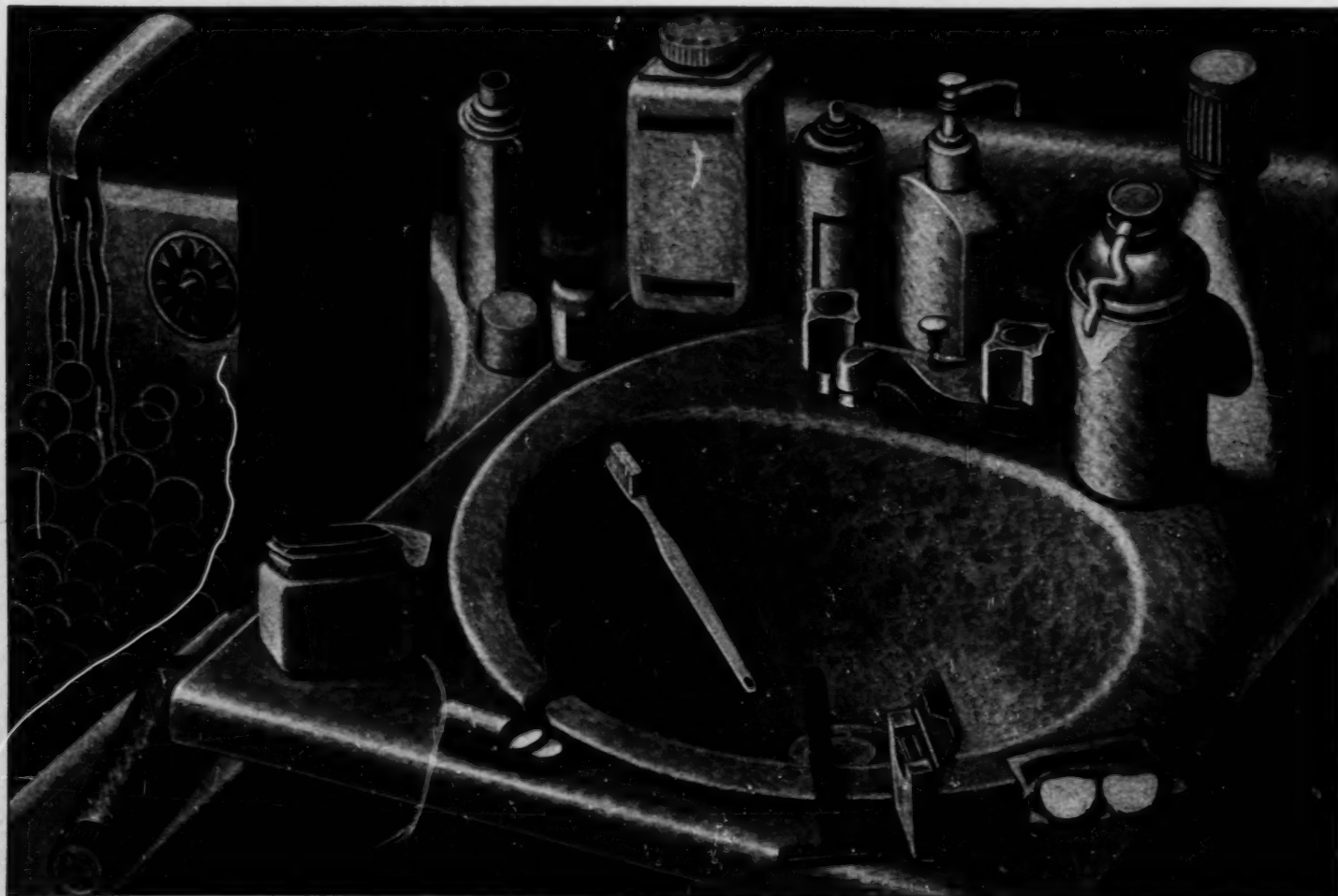
ent categories shared in the overall decline comes as a disappointment. There were unit volume losses in six out of eight HBA product groups. The only gains were found among deodorants (+ 0.9 percent) and hair care needs (+ 5.1 percent). Losses outweighed gains on a two-to-one ratio at the product category level of measurement. Only 17 categories had four-week increases as contrasted

with 33 on the negative side.

## Weak trends

There are no ready explanations for the weak trends which have been continuing for several months. However, except for hair styling mousses, toothpaste pumps and new internal analgesic entries, there appears to have been a slow-down in important new product activity

in 1984. And except for cold tablets, which as a category has been trending upwards, there are losses in the other proprietary cold remedy categories as the peak season for these items commences. During the comparable year-ago period, the only product group with a four-week loss rate was baby needs, and as of early November, 1983, sales gained in 30 out of 50 product categories.



The November 1984 losses in three out of four baby needs categories are on top of declines 1983 as compared with November 1982. The only plus volume in both years has been for nursing supplies, which has been trending upward consistently. The highest rate of loss in this product group was a 7.0 percent decline in the sales movement of infant clothes. Volume for baby oils, creams and lotions fell 5.6 percent during the four-weeks ending November 9, 1984, while the loss rate for baby powders was 1.2 percent, a lower decline than the 3.4 percent on an annual basis or 3.0 for the 12-week span.

There were volume declines in five of the eight categories of deodorants tracked by SAMI. However, the gains of just over 2 percent were found in the three highest volume categories: spray deodorants (+ 2.4 percent), roll-on deodorants (+ 2.3 percent) and stick deodorants and pads (+ 2.1 percent). The highest loss rates were incurred in the three categories with weakness in annual sales and for the 12-week period: cream deodorants (- 10.5 percent), feminine hygiene deodorants (- 9.9 percent) and deodorant and talcum powder (- 7.0 percent).

A small gain (+ 1.4 percent) in the unit sales movement among first aid antiseptics was offset by a decline of 5.6 percent for first aid products, so that volume in both first aid categories combined fell 4.2 percent.

The sales vitality of hair styling mousse products was sufficient to bring about a sales increment amounting to 5.1 percent for the entire hair care needs product group. There were also sales increases in the case of hair spray (+ 5.1 percent), hair coloring (+ 3.5 percent) and shampoo (+ 1.9 percent). Loss rates were found among home permanent kits (- 5.4 percent), hair conditioning rinses (- 4.0 percent) and hair dressing needs (- 4.0 percent).

There are six product categories included in SAMI's oral hygiene product group and losses and gains were split 50/50 with gains recorded for mouth wash (+ 6.4 percent), breath fresheners (+ 5.0 percent) and denture adhesives (+ 1.4 percent). In spite of new toothpaste volume resulting from the roll-out of new dentifrice pumps, the category volume fell 3.2 percent behind the year-earlier level. Losses of 2.6 percent and 5.4 percent

were registered for denture cleaners and toothbrushes, respectively.

#### Few increases

There were only four categories of proprietary remedies exhibiting unit volume increases as contrasted with declines for nine. The pluses were found among eye care products (+ 18.7 percent) (which can be counted on for growth, period after period), sleeping aids (+ 13.5 percent), cold tablets (+ 3.9 percent) and internal analgesics (+ 2.1 percent) where the new ibuprofen brands, Advil and Nuprin, helped account for the category advance. Countering this forward movement were double-digit loss rates in six categories: tranquilizers (- 24.2 percent), chest rubs (- 15.5 percent), vitamins (- 13.4 percent), cough remedies (- 11.6 percent), appetite suppressants (- 10.9 percent) and nasal sprays-drops-inhalers (- 10.5 percent).

All five categories of shaving needs have trended downward, not only for the most recent four-weeks, but also for the 12-week interval concluding on November 9, 1984. All of the losses for the four-week period were in excess of 5 percent ranging from a high of 10.2 percent for after shave lotions to a low of 5.6 percent in the shaving creams category. The decline rate among razor blades, the highest unit volume category in this product group, was 6.2 percent and this category now shows a loss of 2.6 percent for the 52-week period.

The skin care aids product group was also the scene of unit volume attrition during the four-week period. The only gain was 10.0 percent for lip care products. Sales movement for facial preparations trended downward 13.2 percent. Sales in the highest volume category—hand and body creams-lotions—fell less than 1 percent so that the product group loss was held to 2.2 percent.

This year SAMI is treating the reporting period ending January 4, 1985 as the 1984 "year-end" period rather than the period ending in early December as in the past. Therefore, there will be two more four-week periods left in 1984 for the hoped-for year-end upturn to manifest itself. Flu weather would help the picture among proprietary remedies, but relief from new product introductions cannot be expected during the closing days of the year.

## HEALTH & BEAUTY AIDS: SAMI FOUR-WEEK FOOD STORE UNIT TRENDS VS. YEAR AGO